

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

YAT & C (PMU) Department - Tourism Promotion - Printing & Supply of A.P. Tourism Literature material - Sanction of Rs.13,85,399/- (Rupees Thirteen Lakhs Eighty Five Thousand Three Hundred and Ninety Nine Only) Orders - Issued.

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YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 33

Dated:09 -01-2014

Read the following:-

1. From the Director, Department of Tourism, A.P., Hyderabad, Lr.No.Spl/Literature/C1/2012-13, Dated: 08-10-2013.
2. Government Letter No. 5803/PMU/A(2)/2013, YAT & C (PMU) Department, Dated: 06-12-2013.
3. From M/s. Livewires Advertising Private Limited, Hyderabad, Invoice No. Prod-231, Dated: 07-12-2013.

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ORDER:

In the reference 1st read above, the Director, Department of Tourism, A.P., Hyderabad, has submitted that the department is participating in various Marts/ Fairs/ Festivals etc. within and out side the State duly distributing the Tourist literature to the visitors/ tourists on complementary basis for promotion of Tourism during the events. The tourist literature to completion and requires immediate printing as the department is participating in various events for the ensuring years. Further, it was noticed that, during the participations made by the department the tourists / visitors are requesting to supply the Tourist literature in Telugu. The Director, Department of Tourism, A.P., Hyderabad has requested the Government to issue necessary instructions to the concerned to print the tourist literature.

2. In the reference 2nd read above, Government have requested M/s. Livewires Advertising Private Limited, Hyderabad to supply the above said A.P. Tourism literature material. Accordingly, in the reference 3rd read above, the said agency after completion of the work has submitted bill for an amount of Rs.13,85,399/- towards supply of the A.P. Tourism Literature material and requested for the payment.

3. Government, after careful examination of the matter hereby sanction an amount of Rs.13,85,399/- (Rupees Thirteen Lakhs Eighty Five Thousand Three Hundred and Ninety Nine Only) including of all taxes to M/s. Livewires Advertising Private Limited, Hyderabad towards printing and supply of Andhra Pradesh Tourism Literature material.

SI No.	Literature Name	Number of copies
1.	Brochures in English for 23 district	3,000 for each districts
2.	Brochures in Telugu for 23 district	3,000 for each district
3.	Vijayawada - Crucible of Prosperity	2,500
4.	Warangal - Epitome of Kakatiya Glory	2,500
5.	Tirupati - Wellspring of material and spiritual wealth - Chittoor	2,500
6.	Buddhist - An Ancient Buddhist Bastion	2,500
7.	Visakhapatnam - A Coastal Paradise	2,500
8.	Meandering Marvels - Cruise & beaches in Andhra Pradesh	2,500
9.	Repository of Heritage	1,000

p.t.o

4. The amount sanctioned at para-3 above shall be debited to the following Head of Account:-

“3452-Tourism, 01-Tourist Infrastructure, 102-Tourist Accommodation & Other facilities to tourists - Schemes included in PLAN, 11- Normal State Plan, 20-PMU-Promotion of Tourism / Events, 500-Other Charges, 503-Other expenditure”.

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at para-3 above and disburse the same to M/s. Livewires Advertising Private Limited, Hyderabad through online. The following are bank account details:

Bank Name	: Corporation Bank
Bank Branch	: Dwarkapuri Colony, Hyderabad
Bank Account No.	: 206600202000203
IFSC Code	: CORP0002066

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
M/s. Livewires Advertising Private Limited, Hyderabad.
The Assistant Secretary to Government and Drawing & Disbursing Officer,
YAT & C (PMU) Department,
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.
The Accounts Officer, YAT & C (PMU - Claims) Department.
SF/SCs

//FORWARDED :: BY ORDER//

SECTION OFFICER